

ORDER



KSNV

Orders
Order / Rev: 104407
Alt Order #: 06832081
Product Desc: HELLER FOR SENATE
Estimate:
Flight Dates: 10/03/12 - 10/09/12
Original Date / Rev: 07/18/12 / 12/03/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Strategic Media Services, Inc.
Buying Contact:
Billing Contact:
 3299 K St. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Heller, Dean for U.S. Senate
Demographic: A35+
Product Codes: PLC01
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	120	\$75,775.00	\$64,408.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	120	\$75,775.00	\$64,408.75	0.00
Totals	120	\$75,775.00	\$64,408.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	29%	\$75,775.00
Market	100%	\$261,293.10

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$67,936.21
KLVX	0%	\$0.00
KSNV-	2%	\$5,225.86
KTNV	18%	\$47,032.76
KTUD	1%	\$2,612.93
KVVU	24%	\$62,710.34
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/03/12	10/05/12	M-F 5-6a WakeUp w/Wa	M	5-6a	--WTF--	:30	6	\$300.002		0.00	NM	6	\$1,800.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--WTF--			6		\$300.00		0.00				

Order / Rev: 104407
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Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/03/12	10/05/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WTF--	:30	6	\$300.002		0.00	NM	6	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--WTF--	6		\$300.00		0.00						
E 2	KSNV	10/08/12	10/09/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	MT-----	:30	4	\$300.002		0.00	NM	4	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MT-----	4		\$300.00		0.00						
E 3	KSNV	10/08/12	10/09/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	4	\$450.002		0.00	NM	4	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MT-----	4		\$450.00		0.00						
E 4	KSNV	10/03/12	10/05/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	6	\$450.002		0.00	NM	6	\$2,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--WTF--	6		\$450.00		0.00						
E 5	KSNV	10/03/12	10/05/12	Today Show	CM	658a-9am	--WTF--	:30	6	\$600.002		0.00	NM	6	\$3,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--WTF--	6		\$600.00		0.00						
E 6	KSNV	10/08/12	10/09/12	Today Show	CM	658a-9am	MT-----	:30	4	\$600.002		0.00	NM	4	\$2,400.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MT-----	4		\$600.00		0.00						
E 7	KSNV	10/08/12	10/09/12	M-F Today Show II 3rd Hr	CM	9-10a	MT-----	:30	2	\$275.002		0.00	NM	1	\$275.00
TODAY2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MT-----	2		\$275.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KSNV	10/08/12-10/14/12		M-F Today Show II 3rd Hr		9-10a	MT-----	:30		(\$275.00)		0.00	NM		
Credited [CREDIT-REFUND]															
E 8	KSNV	10/03/12	10/05/12	M-F Today Show II 3rd Hr	CM	9-10a	--WTF--	:30	2	\$425.001		0.00	NM	2	\$850.00
TODAY2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--WTF--	2		\$425.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KSNV	10/01/12-10/07/12		M-F Today Show II 3rd Hr		9-10a	--wThF----	:30		(\$425.00)		0.00	NM		
See MG 8.4,8.5 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
5	KSNV	10/03/12-10/05/12		M-F Today Show II 3rd Hr		9-10a	--wThF----	:30		\$425.00		0.00	NM		
[ABLE TO PLACE] ABLE TO PLACE															
E 9	KSNV	10/03/12	10/05/12	M-F Today Show III 4th Hr	CM	10am-11am	---TF--	:30	1	\$225.002		0.00	NM	0	\$0.00
TODAY 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	---TF--	1		\$225.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/01/12-10/07/12		M-F Today Show III 4th Hr		10am-11am	---ThF----	:30		(\$225.00)		0.00	NM		
Credited [CREDIT-REFUND]															
E 10	KSNV	10/08/12	10/09/12	M-F Today Show III 4th Hr	CM	10am-11am	MT-----	:30	2	\$225.002		0.00	NM	0	\$0.00

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 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TODAY 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----		2				\$225.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/08/12-10/14/12	M-F Today Show III 4th Hr			10am-11am	MT-----	:30		(\$225.00)		0.00	NM		
	Credited [CREDIT-REFUND]														
2	KSNV	10/08/12-10/14/12	M-F Today Show III 4th Hr			10am-11am	MT-----	:30		(\$225.00)		0.00	NM		
	Credited [CREDIT-REFUND]														
E 11	KSNV	10/08/12	10/09/12	Rachael Ray Rachael Ray	CM	11am-12pm	MT-----	:30	2	\$225.00	2	0.00	NM	2	\$450.00
	RR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----		2				\$225.00		0.00			
E 12	KSNV	10/03/12	10/05/12	Rachael Ray Rachael Ray	CM	11am-12pm	--WTF--	:30	3	\$225.00	2	0.00	NM	3	\$675.00
	RR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--		3				\$225.00		0.00			
E 13	KSNV	10/03/12	10/05/12	Noon News Noon News	CM	12-1230pm	--WTF--	:30	3	\$275.00	2	0.00	NM	3	\$825.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--		3				\$275.00		0.00			
E 14	KSNV	10/08/12	10/09/12	Noon News Noon News	CM	12-1230pm	MT-----	:30	2	\$275.00	2	0.00	NM	2	\$550.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----		2				\$275.00		0.00			
E 15	KSNV	10/08/12	10/09/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MT-----	:30	2	\$225.00	2	0.00	NM	2	\$450.00
	AGENDA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----		2				\$225.00		0.00			
E 16	KSNV	10/03/12	10/05/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	--WTF--	:30	3	\$225.00	2	0.00	NM	3	\$675.00
	AGENDA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--		3				\$225.00		0.00			
E 17	KSNV	10/03/12	10/05/12	Days of our Lives Days of our Lives	CM	1258p-2pm	--WTF--	:30	3	\$275.00	2	0.00	NM	2	\$550.00
	DAUS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--		3				\$275.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	KSNV	10/01/12-10/07/12	Days of our Lives		1258p-2pm	--WThF----	:30		(\$275.00)		0.00	NM		
	Credited [CREDIT-REFUND]														
E 18	KSNV	10/08/12	10/09/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MT-----	:30	2	\$275.00	2	0.00	NM	2	\$550.00
	DAYS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----		2				\$275.00		0.00			
E 19	KSNV	10/08/12	10/09/12	The Doctors The Doctors	CM	2pm-3pm	MT-----	:30	2	\$225.00	2	0.00	NM	2	\$450.00
	DRS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----		2				\$225.00		0.00			
E 20	KSNV	10/03/12	10/05/12	The Doctors The Doctors	CM	2pm-3pm	--WTF--	:30	3	\$225.00	2	0.00	NM	3	\$675.00

Order / Rev:	104407
Alt Order #:	06832081
Flight Dates:	10/03/12 - 10/09/12

Advertiser:	<u>Heller, Dean for U.S. Senate</u>
Product Desc:	<u>HELLER FOR SENATE</u>
Estimate:	

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	--WTF--	3		\$225.00	0.00							
E 21	KSNV	10/03/12	10/05/12	Dr. Phil Dr Phil	CM	3-4p	--WTF--	:30	3	\$300.00	2	0.00	NM	3	\$900.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	--WTF--	3		\$300.00	0.00							
E 22	KSNV	10/08/12	10/09/12	Dr. Phil Dr Phil	CM	3-4p	MT-----	:30	2	\$300.00	2	0.00	NM	2	\$600.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/08/12	10/14/12	MT-----	2		\$300.00	0.00							
E 23	KSNV	10/08/12	10/09/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MT-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/08/12	10/14/12	MT-----	2		\$450.00	0.00							
E 24	KSNV	10/03/12	10/05/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	--WTF--	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	--WTF--	3		\$450.00	0.00							
E 25	KSNV	10/03/12	10/05/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	--WTF--	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	--WTF--	3		\$450.00	0.00							
E 26	KSNV	10/08/12	10/09/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MT-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/08/12	10/14/12	MT-----	2		\$450.00	0.00							
E 27	KSNV	10/08/12	10/09/12	M-F Early News M-F Early News	CM	5-630p	MT-----	:30	4	\$900.00	2	0.00	NM	4	\$3,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/08/12	10/14/12	MT-----	4		\$900.00	0.00							
E 28	KSNV	10/03/12	10/05/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	6	\$900.00	2	0.00	NM	5	\$4,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	--WTF--	6		\$900.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
5	KSNV	10/01/12-10/07/12		M-F Early News		5-630p	--wThF----	:30		(\$900.00)	0.00	NM			
Credited [CREDIT-REFUND]															
E 29	KSNV	10/08/12	10/09/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MT-----	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/08/12	10/14/12	MT-----	2		\$750.00	0.00							
E 30	KSNV	10/03/12	10/05/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	---TF--	:30	3	\$750.00	2	0.00	NM	2	\$1,500.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	---TF--	3		\$750.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KSNV	10/01/12-10/07/12		M-F Jeopardy		630-7pm	---ThF----	:30		(\$750.00)	0.00	NM			
Credited [CREDIT-REFUND]															

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Product Desc:	HELLER FOR SENATE
Estimate:	

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 31	KSNV	10/03/12	10/05/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	--WTF--	:30	3	\$750.00	2	0.00	NM	2	\$1,500.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
Week:		10/01/12	10/07/12	--WTF--	3			\$750.00	0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
1	KSNV	10/01/12-10/07/12	M-F Wheel	7-730pm		--WThF----	:30	(\$750.00)	0.00	NM					
Credited [CREDIT-REFUND]															
2	KSNV	10/01/12-10/07/12	M-F Wheel	7-730pm		--WThF----	:30	(\$750.00)	0.00	NM					
See MG 31.4 [DEBATES]															
4	KSNV	10/03/12-10/03/12	Wheel of Fortune in PRIME	M-SA 8-11p / SU		--W-----	:30	\$750.00	0.00	NM					
Ⓜ MG for 31.2 10/03 [inv code]															
E 32	KSNV	10/08/12	10/09/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MT-----	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
Week:		10/08/12	10/14/12	MT-----	2			\$750.00	0.00						
E 33	KSNV	10/08/12	10/09/12	Ralston Reports Face to Face w/ J.Ralston	CM	730-758pm	MT-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
Week:		10/08/12	10/14/12	MT-----	2			\$450.00	0.00						
E 34	KSNV	10/03/12	10/05/12	Ralston Reports Face to Face w/ J.Ralston	CM	730-758pm	---TF--	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
Week:		10/01/12	10/07/12	---TF--	3			\$450.00	0.00						
E 35	KSNV	10/04/12	10/04/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$775.00	2	0.00	NM	1	\$775.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
Week:		10/01/12	10/07/12	---T---	1			\$775.00	0.00						
E 36	KSNV	10/08/12	10/08/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$775.00	2	0.00	NM	1	\$775.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
Week:		10/08/12	10/14/12	M-----	1			\$775.00	0.00						
E 37	KSNV	10/08/12	10/09/12	The Tonight Show Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$275.00	2	0.00	NM	1	\$275.00
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
Week:		10/08/12	10/14/12	MT-----	2			\$275.00	0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
1	KSNV	10/08/12-10/14/12	The Tonight Show	1135p-1237a		MT-----	:30	(\$275.00)	0.00	NM					
Credited [CREDIT-REFUND]															
E 38	KSNV	10/03/12	10/05/12	The Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$275.00	2	0.00	NM	2	\$550.00
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
Week:		10/01/12	10/07/12	--WTF--	3			\$275.00	0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
3	KSNV	10/01/12-10/07/12	The Tonight Show	1135p-1237a		--WThF----	:30	(\$275.00)	0.00	NM					
Credited [CREDIT-REFUND]															
E 39	KSNV	10/08/12	10/08/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$2,400.00	2	0.00	NM	1	\$2,400.00
VOICE															

Order / Rev: 104407
 Alt Order #: 06832081
 Flight Dates: 10/03/12 - 10/09/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 39	KSNV	10/08/12	10/08/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$2,400.00	2	0.00	NM	1	\$2,400.00
VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M-----	1		\$2,400.00		0.00						
E 40	KSNV	10/09/12	10/09/12	Tues PR 8-9p Tuesday Prime 8-9pm	CM	8-9pm	-T-----	:30	1	\$2,400.00	2	0.00	NM	1	\$2,400.00
VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-T-----	1		\$2,400.00		0.00						
E 41	KSNV	10/04/12	10/04/12	Thurs PR 10-11p Thursday Prime 10-11pm	CM	10-11pm	---T---	:30	1	\$2,100.00	2	0.00	NM	1	\$2,100.00
ROCK CENTER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	---T---	1		\$2,100.00		0.00						
E 42	KSNV	10/05/12	10/05/12	Fri 10-11p Friday Prime 10-11pm	CM	10-11pm	----F--	:30	1	\$2,100.00	2	0.00	NM	0	\$0.00
DLINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	----F--	1		\$2,100.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	10/01/12-10/07/12		Fri 10-11p	10-11pm		----F--	:30	(\$2,100.00)	0.00	NM				
Credited [CREDIT-REFUND]															
E 43	KSNV	10/06/12	10/07/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----SS	2		\$750.00		0.00						
E 44	KSNV	10/06/12	10/06/12	News 3 Sunrise - SATUR News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$225.00		0.00						
E 45	KSNV	10/06/12	10/06/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.00	2	0.00	NM	1	\$325.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$325.00		0.00						
E 46	KSNV	10/06/12	10/06/12	News 3 Today - SATUR News 3 Today - SAT	CM	9am-930am	-----S-	:30	1	\$300.00	2	0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$300.00		0.00						
E 48	KSNV	10/06/12	10/06/12	SIGN ON-SIGN OFF ROS	CM	5a-459a (9:30 PM-10:30 PM)	-----S-	:30	1	\$375.00	2	0.00	NM	1	\$375.00
JEP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$375.00		0.00						
E 49	KSNV	10/06/12	10/06/12	Saturday Night Live Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$750.00	2	0.00	NM	1	\$750.00
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$750.00		0.00						
E 50	KSNV	10/07/12	10/07/12	News 3 Sunrise - SUND News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$225.00	2	0.00	NM	1	\$225.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	1		\$225.00		0.00						
E 51	KSNV	10/07/12	10/07/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$500.00	2	0.00	NM	1	\$500.00

Order / Rev:	104407
Alt Order #:	06832081
Flight Dates:	10/03/12 - 10/09/12

Advertiser:	Heller, Dean for U.S. Senate
Product Desc:	HELLER FOR SENATE
Estimate:	

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
SUN TODAY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----S		1			\$500.00			0.00				
E 52	KSNV	10/07/12	10/07/12	Meet the Press Meet the Press	CM	8a-9am	-----S	:30	1	\$1,900.00	2	0.00	NM	1	\$1,900.00	
MTP																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----S		1			\$1,900.00			0.00				
E 53	KSNV	10/07/12	10/07/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----S	:30	1	\$250.00	2	0.00	NM	1	\$250.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----S		1			\$250.00			0.00				
E 54	KSNV	10/07/12	10/07/12	Chris Matthews 9:30AM Chris Matthews SUN 9:30am	CM	9:30a-10a	-----S	:30	1	\$375.00	2	0.00	NM	1	\$375.00	
CM																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----S		1			\$375.00			0.00				
E 55	KSNV	10/07/12	10/07/12	NFL Pre-Game / FNA NFL Pre-Game	CM	1p-530pm	-----S	:30	1	\$1,600.00	2	0.00	NM	1	\$1,600.00	
FNIA																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----S		1			\$1,600.00			0.00				
E 56	KSNV	10/07/12	10/07/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	1	\$8,000.00	2	0.00	NM	1	\$8,000.00	
SNF																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----S		1			\$8,000.00			0.00				
E 57	KSNV	10/07/12	10/07/12	NFL End of Game Break NFL End of Game Break	CM	1p-9p	-----S	:30	1	\$6,500.00	2	0.00	NM	1	\$6,500.00	
SNF-POSTGAME																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----S		1			\$6,500.00			0.00				
E 58	KSNV	10/07/12	10/07/12	Sports Night in Las Vegas Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$200.00	2	0.00	NM	1	\$200.00	
SPORTS NIGHT																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----S		1			\$200.00			0.00				
N 59	KSNV	10/03/12	10/05/12	M-F Today Show III 4th Hr Today 4th Hour	CM	10am-11am	--WTF--	:30	1	\$325.00	1	0.00	NM	1	\$325.00	
TODAY 3																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 10/01/12	10/07/12	--WTF--		1			\$325.00			0.00				
N 60	KSNV	10/04/12	10/05/12	M-F Today Show III 4th Hr Today 4th Hour	CM	10am-11am	---TF--	:30	1	\$325.00	1	0.00	NM	0	\$0.00	
TODAY 3																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 10/01/12	10/07/12	---TF--		1			\$325.00			0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
	1	KSNV	10/01/12-10/07/12	M-F Today Show III 4th Hr		10am-11am	---ThF----	:30		(\$325.00)		0.00	NM			
Credited [CREDIT-REFUND]																
N 61	KSNV	10/04/12	10/05/12	The Doctors The Doctors	CM	2pm-3pm	---TF--	:30	1	\$325.00	1	0.00	NM	1	\$325.00	
TODAY 3																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
		Week: 10/01/12	10/07/12	---TF--		1			\$325.00			0.00				
														Totals	120	\$75,775.00